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is displayed on a first portion of a display coupled to a terminal and wherein the programming menu is displayed using a television channel;

choosing a program from the displayed programming menu;

receiving a program selection based on the program chosen from the displayed programming menu;

switching the terminal from the television channel carrying the programming menu to a television channel carrying the chosen program, wherein the switching step is completed in response to a single control function; and

displaying the chosen program on the display.

34. (Twice Amended) A method for generating a television program menu for use by viewers in selecting programs based on program line-up information, comprising:

obtaining and storing the program line-up information for each program, the program line-up information including program name, program start time, program duration, program category and program price;

generating menu data based on the program line-up information, wherein the menu data include menu information for interactive services and data services, and wherein the menu information is generated automatically by an operations center by analyzing the program line-up information using a heuristic;

transmitting the menu information for the interactive services and the data services to viewers;

creating a program control information signal using the generated menu data;

transmitting the programs to the viewers; and

transmitting the program control information signal simultaneously with the programs.

35. (Twice Amended) The method of claim 34, wherein the program control information signal also contains information for identifying channels for the interactive services and the data services available to the viewers, the method further comprising:

collecting information on the interactive and the data services available;

inventorying the interactive and the data services to be made available to the viewer;

assigning the channels for the interactive and the data services; and

creating menu data for the interactive and the data services for transmission to the viewers.

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38. (Three Times Amended) A method for selecting a program from a broadcast television system, comprising:

generating program menu data related to programming packaging, wherein the menu data include menu information for interactive services and data services, and wherein the menu information is generated automatically by an operations center by analyzing the programming packaging using a heuristic;

transmitting the menu information for the interactive services and the data services to viewers;

providing the menu data to a terminal in the broadcast television system;

creating a menu from the menu data, wherein the menu includes a window;

scrolling the menu to a desired program; and

selecting the desired program for display on a display coupled to the terminal, wherein the selected program is displayed in response to a single control function.

62. (Twice Amended) A system that provides programming selection from a menu, comprising:

a television delivery system that packages programming, wherein the programming package includes at least one program, generates menu information related to the programming, and provides the programming package and the menu information to subscribers, wherein the menu information include menu data for interactive services and data services, and wherein the menu information is generated automatically by an operations center by analyzing the programming using a heuristic;

a terminal operably connected to the television delivery system, the terminal comprising:

a memory that stores the menu information;

a processor connected to the memory that processes the menu information to generate the menu, and

a control operably connected to the processor that provides program selection instructions to the processor; and

a display operably connected to the terminal that displays the menu and the programming, wherein the terminal switches to a channel carrying a program selected from the menu in response to a program selection instruction, the program selection instruction being a single control function.

87. (Twice Amended) An apparatus that provides for television program selection from a

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displayed menu, comprising:

a terminal that receives television programs and menu data related to the television programs, wherein the menu data include menu information for interactive services and data services, and wherein the menu information is generated automatically by an operations center by analyzing the television programs using a heuristic;

a display coupled to the terminal that displays the menu data and the television programs;  
and

a control that scrolls through the menu data, cursors through the menu data, and selects a desired television program from the television programs, wherein when the desired television program is selected, the terminal switches to a channel carrying the selected television program and the display displays the selected television program.

108. (Twice Amended) An apparatus for selecting programs, comprising:

a receiver that receives programs and program control information related to the received programs, wherein the program control information include menu information for interactive services and data services, and wherein the menu information is generated automatically by an operations center by analyzing the programs using a heuristic;

a memory coupled to the receiver that stores the program control information;

a processor coupled to the receiver and the memory, the processor processing the program control information to generate a program menu, the program menu stored in the memory, wherein the program menu provides a list of available programs for viewing;

a display coupled to the processor that displays the program menu and the programs; and

a control coupled to the processor, the control providing program selection signals, wherein the program selection signals select a program for viewing on the display, the program selected from the list of available programs shown on the program menu.

119. (Twice Amended) An apparatus for selecting programs, comprising:

a receiver that receives the programs and program information related to the received programs, wherein the program information include menu information for interactive services and data services, and wherein the menu information is generated automatically by an operations center by analyzing the programs using a heuristic;

a display that displays a program menu based on the program information; and

a control, operable to select a program for viewing, the program selected based on the